

Rep Order# 6815352 Ver# 2 Status Returned
EC'd Yes

Traffic Order# 101894
Printed: 05/21/2012 12:42 PM
Last Received: 05/16/2012 11:29 AM

Showing Buylines: All Lines
SC=*

1 of 3

Station KSNV-TV LAS VEGAS, NV.
Advertiser () OCEGUERA FOR CONGRE
Product OCEGUERA 4 CONGRESS
Estimate# 1188
Buyer Maura Gilroy
Phone#
Fax#

Agency () GMMB
1010 WISCONSIN AVE, S
SU 800, WASHINGTON, DC 20007
Agency C/P1/P2/E 104/11/1188
Flight Dates 10/23/2012 - 10/29/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

— CONTRACT COMMENT —

PLEASE SEE BELOW. THANKS!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TU-F, M	5A-6A		WAKE UP WITH THE WAGNERS	:30	\$135.00	10/23-10/29	4	1	4	\$540.00	
2	TU-F, M	6A-7A		WAKE UP WITH THE WAGNERS	:30	\$275.00	10/23-10/29	5	1	5	\$1,375.00	
3	TU-F, M	7A-9A		TODAY SHOW	:30	\$300.00	10/23-10/29	5	1	5	\$1,500.00	
4	SU	6A-7A		NEWS 3 AT SUNRISE	:30	\$150.00	10/28-10/28	1	1	1	\$150.00	
5	SU	8A-9A		MEET THE PRESS	:30	\$340.00	10/28-10/28	1	1	1	\$340.00	
6	TU-F, M	9A-10A		TODAY SHOW II	:30	\$150.00	10/23-10/29	3	1	3	\$450.00	
7	TU-F, M	10A-11A		TODAY SHOW III	:30	\$100.00	10/23-10/29	3	1	3	\$300.00	
8	TU-F, M	11A-12P		RACHEL RAY	:30	\$100.00	10/23-10/29	2	1	2	\$200.00	
9	TU-F, M	12P-1230P		NEWS 3 AT NOON	:30	\$150.00	10/23-10/29	2	1	2	\$300.00	
10	TU-F, M	2P-3P		THE DOCTORS	:30	\$100.00	10/23-10/29	3	1	3	\$300.00	
11	SU	930A-10A		CHRIS MATTHEWS SHOW	:30	\$175.00	10/28-10/28	1	1	1	\$175.00	
12	TU-F, M	3P-4P		DR. PHIL	:30	\$175.00	10/23-10/29	3	1	3	\$525.00	

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Salesperson FAX# 215-568-1845

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13	TU-F,M	4P-430P	FIRST NEWS 3 AT FOUR		:30	\$250.00	10/23-10/29	3	1	3	\$750.00	
14	TU-F,M	430P-5P	NEWS 4 AT 430P		:30	\$250.00	10/23-10/29	3	1	3	\$750.00	
15	TU-F,M	5P-630P	EARLY NEWS		:30	\$375.00	10/23-10/29	6	1	6	\$2,250.00	
*16	TU-F,M	7P-730P	JEOPARDY		:30	\$350.00	10/23-10/29	5	1	5	\$1,750.00	
*17	TU-F,M	730P-8P	WHEEL OF FORTUNE		:30	\$225.00	10/23-10/29	4	1	4	\$900.00	
	Station Remark:	V2 TP CHANGE - JEOPARDY	630-7P									
	Station Remark:	V2 TP CHANGE - WHEEL	7-730P									
*18	SA	7P-730P	JEOPARDY		:30	\$150.00	10/27-10/27	1	1	1	\$900.00	
	Station Remark:	V2 TP CHANGE - JEOPARDY	630-7P									
19	M	8P-10P	THE VOICE		:30	\$850.00	10/29-10/29	1	1	1	\$850.00	
20	W	9P-10P	ROCK CENTER		:30	\$850.00	10/24-10/24	1	1	1	\$850.00	
21	F	9P-10P	GRIMM		:30	\$750.00	10/26-10/26	1	1	1	\$750.00	
22	TU-F,M	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$375.00	10/23-10/29	4	1	4	\$1,500.00	
23	SA	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$350.00	10/27-10/27	1	1	1	\$350.00	
24	SU	11P-1135P	NEWS 3 NIGHTSIDE		:30	\$350.00	10/28-10/28	1	1	1	\$350.00	
25	TU-F,M	1135P-1235A	TONIGHT SHOW w/ JAY LENO		:30	\$185.00	10/23-10/29	3	1	3	\$555.00	
26	SA	1130P-1A	SATURDAY NIGHT LIVE		:30	\$450.00	10/27-10/27	1	1	1	\$450.00	
27	SU	530P-830P	SUN NT FB: N ORLEANS & DEN		:30	\$4,000.00	10/28-10/28	1	1	1	\$4,000.00	

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—REPORT TOTALS—
Report Totals: 69 / \$22,360.00

—SALES MONTHLY TOTALS—

Oct 12: 54 / \$18,265.00

Sales Totals: 69 / \$22,360.00

Station Totals: 69 / \$22,360.00

Lines not sent/rclid/rtrn: 0 / \$0.00

—COMPETITIVE—
Market Totals \$111,800

CATV	KBLR	KING	KLAS	KSNV
0%	0%	0%	25%	20%
KITV	KTUD	KVCM	KVMY	KVYU
21%	1%	4%	6%	22%
XXXX	0%	0%	0%	0%

—COMPETITIVE COMMENTS—
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE